

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
NEVADA	1,201,833	1,998,257	2,231,241	2,616,206
MEDIAN AGE (YRS)	----	35.0	35.9	37.5
HISPANICS (ANY RACE)		393,970	459,281	569,771
STATE'S PERCENTAGE		19.72%	20.58%	21.78%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	1,501,886	1,659,245	1,918,827
STATE'S PERCENTAGE	75.16	74.36	73.34
MEDIAN AGE (YRS)	37.6	38.6	40.4
BLACK/AFRICAN-AMERICAN	135,477	155,098	184,086
STATE'S PERCENTAGE	6.78	6.95	7.04
MEDIAN AGE (YRS)	30.5	31.3	32.6
AMERICAN INDIAN/NATIVE	26,420	28,654	32,630
STATE'S PERCENTAGE	1.32	1.28	1.25
MEDIAN AGE (YRS)	30.7	30.6	30.5
ASIAN	90,266	106,250	132,074
STATE'S PERCENTAGE	4.52	4.76	5.05
MEDIAN AGE (YRS)	35.9	37.3	39.9
HAWAII/PACIFIC ISLANDER	8,426	9,711	11,966
STATE'S PERCENTAGE	0.42	0.44	0.46
MEDIAN AGE (YRS)	28.7	28.9	29.0
OTHER	159,354	185,783	230,289
STATE'S PERCENTAGE	7.97	8.33	8.80
MEDIAN AGE (YRS)	24.1	25.3	26.7

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	708,151	808,239
SUBURBAN	1,276,881	1,526,266
RURAL	246,209	281,701

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

## NEVADA: EXPENDITURES

## Transportation and Marketing

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN		-----	
PER CAPITA	\$48,715	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$33,873,263,000	\$46,968,890,000	38.66%
FOOD AT HOME TOTAL	\$4,286,354,300	\$5,502,312,300	28.37%
FOOD AWAY FROM HOME TOTAL	\$3,690,623,000	\$5,056,059,500	37.00%
FOOD AS % OF TOTAL EXPENDITURES	23.55%	22.48%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$793,451,900	\$1,036,964,600	30.69%
FISH & SEAFOOD PRODUCTS	\$80,069,200	\$102,637,200	28.19%
FRUITS & VEGETABLES	\$499,450,900	\$629,462,600	26.03%
DAIRY PRODUCTS	\$484,397,300	\$619,805,700	27.95%
BAKERY PRODUCTS	\$448,893,800	\$558,626,900	24.45%
CEREALS & PRODUCTS	\$238,595,400	\$314,282,000	31.72%
PREPARED FOODS	\$726,835,100	\$931,681,700	28.18%
JUICES	\$121,851,900	\$153,469,200	25.95%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$259,620,900	\$393,675,600	51.63%
FAST FOOD	\$108,250,500	\$160,058,000	47.86%
FULL SERVICE	\$151,370,400	\$233,617,600	54.34%
LUNCH	\$904,761,700	\$1,236,396,300	36.65%
FAST FOOD	\$535,976,500	\$715,724,300	33.54%
FULL SERVICE	\$368,785,300	\$520,672,000	41.19%
DINNER	\$1,321,791,600	\$1,848,672,000	39.86%
FAST FOOD	\$514,212,300	\$693,362,800	34.84%
FULL SERVICE	\$807,579,200	\$1,155,309,100	43.06%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

## NEVADA: HOUSEHOLD FOOD EXPENDITURES

## Transportation and Marketing

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
<b>MEATS</b>			
MEATS (ALL TYPES)	\$954	\$1,080	13.21%
POULTRY	\$299	\$339	13.38%
EGGS	\$55	\$60	9.09%
<b>FISH &amp; SEAFOOD</b>			
FRESH	\$49	\$54	10.20%
FROZEN	\$29	\$34	17.24%
CANNED	\$18	\$19	5.56%
<b>FRUITS / VEGETABLES</b>			
FRESH	\$432	\$475	9.95%
CANNED	\$82	\$93	13.41%
FROZEN	\$61	\$64	4.92%
OTHER	\$25	\$24	-4.00%
<b>DAIRY PRODUCTS</b>			
FRESH MILK & CREAM	\$176	\$193	9.66%
CHEESE	\$153	\$161	5.23%
ICE CREAM	\$94	\$104	10.64%
BUTTER / MARGARINE	\$44	\$55	25.00%
<b>BAKERY PRODUCTS</b>			
BREAD & PRODUCTS	\$422	\$456	8.06%
COOKIES	\$75	\$80	6.67%
CRACKERS	\$43	\$46	6.98%
<b>CEREALS &amp; PRODUCTS</b>			
CEREALS	\$158	\$171	8.23%
PASTA PRODUCTS	\$55	\$65	18.18%
FLOUR & MIXES	\$40	\$49	22.50%
RICE	\$33	\$42	27.27%
<b>PREPARED FOODS</b>			
SNACKS/CHIPS	\$135	\$158	17.04%
JUICES	\$147	\$160	8.84%
FROZEN/PREP. OTHER	\$112	\$131	16.96%
SOUPS	\$65	\$76	16.92%
SAUCES & GRAVIES	\$71	\$71	0.00%
BABY FOOD	\$47	\$53	12.77%
FROZEN MEALS	\$48	\$55	14.58%
NUTS	\$32	\$35	9.38%
SALADS	\$28	\$34	21.43%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch